



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

MINUTES 9-15-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, September 15, 2010.**

Members Present:

X	Mike Henn, Chairman	X	David Hsiang
X	Keith Curry, Mayor	X	John Hyatt
E	Steve Rosansky, Council Member	X	Lloyd Ikerd
E	Robert Hawkins, Planning Commissioner	X	Brion Jeannette
X	Mike McNamara, Vice Chairman	X	Debra Legan
E	Craig Batley	X	Richard Luehrs
A	Seymour Beek	X	Scott Palmer
X	Jeffrey Cole	E	John Robinson
A	Steven Coyne	E	Gregg Schwenk
E	Sheri Drewry	A	Gary Sherwin
X	Jennifer Gonzalez	X	Kim Van Natta
X	Arlene Greer	E	Gay Wassall-Kelly

Staff Representatives:

X	Dana Smith, Assistant City Manager		
X	Leigh DeSantis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		

Guests Present:

Todd Quartararo, Newport Beach Film Festival	
Katie Gardner, OC One-Stop Center	

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests. A quorum was reached at 8:08 am.

UPDATES AND ANNOUNCEMENTS

- Councilman Henn updated the group on the Zoning Code as presented at City Council Study Session the preceding evening. The next time the Zoning Code comes to City Council it will be for first reading of the adoption ordinance.
- Councilman Henn also announced that the firm of William Hezmalhalch Architects has been selected to do initial land planning for Lido Village. From their designs the City Council will select a recommended concept and begin discussions on the reuse of the existing City Hall property.
- Mayor Curry announced that last night the City Council had acted to name the event center building at Oasis Senior Center in honor of Evelyn Hart. He also reported that his counterpart from Oklahoma City had toured Oasis Senior Center and had been impressed.
- Scott Palmer reported that the Corona del Mar Coastline Classic Car show had been the best attended and the best sponsored in the event's history. The money raised will go to support pediatric cancer research. The winning car was a 1955 Chevrolet.

PENDING PROJECTS UPDATES

- The Balboa Village Parking Management District will be discussed at the next City Council Study Session on September 28th.
- Construction will start on the Balboa Village at-grade parking lot expansion in early October and finish before Thanksgiving.
- The City Council at its August 10, 2010 meeting authorized staff to take steps towards implementing the last phase of the Wayfinding Sign Program. Staff is to pursue funding participation in the program from the BIDs, Visit Newport Beach, Inc., and the Chambers of Commerce. Staff is also to solicit bids to complete the work in order to determine total cost of the remaining phase.
- The City has decided to support a program offered by OPIS network aimed at assisting small business grow. OPIS will make a presentation on its program which will begin in January at the next EDC meeting.
- There was an inquiry as to the status of the Port Theater. The CdM member reported that according to a BID source the owner was still considering build out options. Staff was asked to see if they could learn more for next meeting.

DISCUSSION ITEMS

1. Minutes of July 21, 2010.

Chairman Henn called for comments on the draft minutes. Ms. Greer requested a minor change in the wording of the EQAC report and then moved approval of the minutes as amended. Mr. Cole seconded the motion. The minutes as amended were approved unanimously.

2. Confirmation of Appointments to the Business License Policy Review Committee

The following volunteers were confirmed by the Committee: Scott Palmer, Lloyd Ikerd, Jeff Cole and Richard Luehrs based on a motion by Ms. Greer and a second by Chairman Henn. (Mr. Luehrs, who arrived late, accepted the appointment.)

3. Review of Applications to fill the BIA vacancy

Following the introduction of the candidates' applications, Mayor Curry moved and Ms. Greer seconded the appointment of Mark Hoover. There was unanimous support. The EDC then recommended that Mr. Strader Jr.'s application be kept on file for other opportunities.

4. Presentation by Todd Quartararo on the Success of the 2010 Newport Beach Film Festival.

The Newport Beach Film Festival, now planning for its 12th year, has grown from 13,000 attendees to 51,500 in 2010. It is recognized by Film Maker Magazine and Daily Variety as one of the top 25 film festivals in the United States. The Festival's series themed Art, Architecture and Design; ActionSports; and Family Film are especially noteworthy. The Festival's year-round arm, the Orange County Film Society, will be hosting pre-Academy Award screenings this fall at the Lido Theater. And from October to April they will be operating in partnership with Carnegie Hall to showcase the Art of Japan.

By the numbers, the Film Festival –

- Directly booked 451 room nights in Newport Beach and indirectly caused approximately 1,600 room nights to be booked
- Orchestrated a media campaign for the Festival and Newport Beach worth \$16 million dollars of all donated print, radio, billboard and magazine ads (Esquire, Entertainment Weekly, Clear Channel, RPA Agency)
- Was the beneficiary of 58,730 community volunteer hours
- Despite the recession, grew from 42,000 participants in 2008 to 51,000 in 2009 to 51,500 in 2010. They have now outgrown available venues and anxiously await the advent of the Port Theater

Before the end of the year, the Film Festival should receive a new economic impact study done on its behalf by UCI.

An 80 person Screening Committee and 30 Programmers have begun the process of finding films for the 2011 Festival, which will take place April 28 through May 5, 2011.

5. EQAC Representative's Report

Arlene Greer reported that EQAC review the reports on August 16, 2010 for a second time with the American Lung Association, American Cancer Society, the American Heart Association, and the business community to discuss smoking regulations for parks. EQAC is waiting for some data from the City's Recreation Department before crafting its final recommendation to City Council. EQAC's next meeting will be September 20, 2010. EQAC expects to review the Banning Ranch EIR by the end of the year.

ITEMS FOR A FUTURE AGENDA

OPIS Network presentation in October

PUBLIC COMMENT

Kim Van Natta reported that Fashion Island's first Fashion's Night Out the previous Friday had been a big success. She announced that this weekend would be The Taste of Newport, and at Bloomingdales on Saturday, September 13th, the City's Firemen would walk the runway as models in a charity fashion show.

It was reported that Councilwoman Daigle had expressed some interest in the value of a "Shop Newport Beach" campaign. Discussion followed with the group divided on the value of "shop local" campaigns. All were concerned that should any such campaign be undertaken, it not put off out-of-town shoppers on whom city businesses depend. Staff was asked to review shop local programs in general and report back to the EDC in November.

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 9:05 am.